

Monday, December 5, 2016

Marketing and Research Intern

Company: Irish Arts Center
Location: New York, NY

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Now accepting applications for Fall 2018 internships. Irish Arts Center is seeking a creative, detail-oriented marketing intern with great follow through skills and a desire to join our fast paced team. The marketing intern provides assistance for the implementation of all promotional activities across our diverse and robust event programming schedule: social media marketing, collateral production, PR, street teams, audience outreach and development, website development, and more. This is an excellent opportunity to gain hands-on experience in a fun and friendly environment in each of the disciplines encompassed in IAC's programming (theatre, visual arts, music, dance, film, literary events, comedy, and cultural education). We are looking for interns who are interested in helping us strengthen our reach through new and traditional marketing channels, while working closely with the event production teams.

Activities and responsibilities include:

1. Marketing, Press and Research

Social media marketing: research and help develop content for Facebook, Twitter, and Instagram posts)
Assist in the design of marketing collateral including postcards, fliers, brochures, and social media assets
Organization and implementation of grassroots marketing outreach (outreach to like-minded organizations regarding new partnerships, being a part of our street team, etc.)
Light copywriting for e-newsletters and other digital platforms
Customer relations & feedback (surveys, analysis)
Research on and outreach to prospective new audiences
Assist in organization of all new press materials, including scanning and documentation

2. General Events

Provide some on-site support for events
Organize literature for display

3. Administration

Answer phones
Assist with mailings
Data entry: Raiser's Edge, Constant Contact, OvationTix (some familiarity is great, but not expected or required)

Qualifications

Excellent verbal and written communication skills
Research and organizational skills
Ability to work independently and take direction from several members of a team
Ability to work on multiple projects and prioritize in a fast-paced environment
Ability to be detail-oriented while also grasping the big picture
Focus on efficiency, developing time-saving processes
Familiarity with a range of computer programs, including the Microsoft Office suite
General knowledge of or interest in Irish and Irish American culture a bonus, but not required.

Send cover letter, resume, and writing sample to Vivian with subject line "Marketing Intern."

IAC will assist the intern in receiving course credit, where available. IAC interns gain free entry to any regularly ticketed IAC event for the duration of the internship.

About Irish Arts Center

Located in the heart of Manhattan's historic Hell's Kitchen neighborhood, the Irish Arts Center is one of the largest Irish cultural organizations in the United States, with more than 65,000 people of all ages and ethnicities participating directly in our programs every year, and millions more through media coverage and distribution of the work we do. IAC is one of New York's most treasured spaces to see exciting live music, cutting-edge theater and film, and stimulating exhibitions. Our dynamic education programs bring the very best of Irish culture to New Yorkers of all ages and backgrounds, with more than thirty classes per week in Irish music, dance, language and history. Learn more at www.irishartscenter.org.

IAC is in the midst of an exciting capital campaign. Now is an excellent time to gain experience in working with a growing company with a multi-disciplinary mission. www.irishartscenter.org

IAC is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment or internships without unlawful discrimination based on race, creed (religion), color, sex (including gender

expression), national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status or any other characteristic protected by law.

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